

Meet
Queen® Cut Kalanchoe

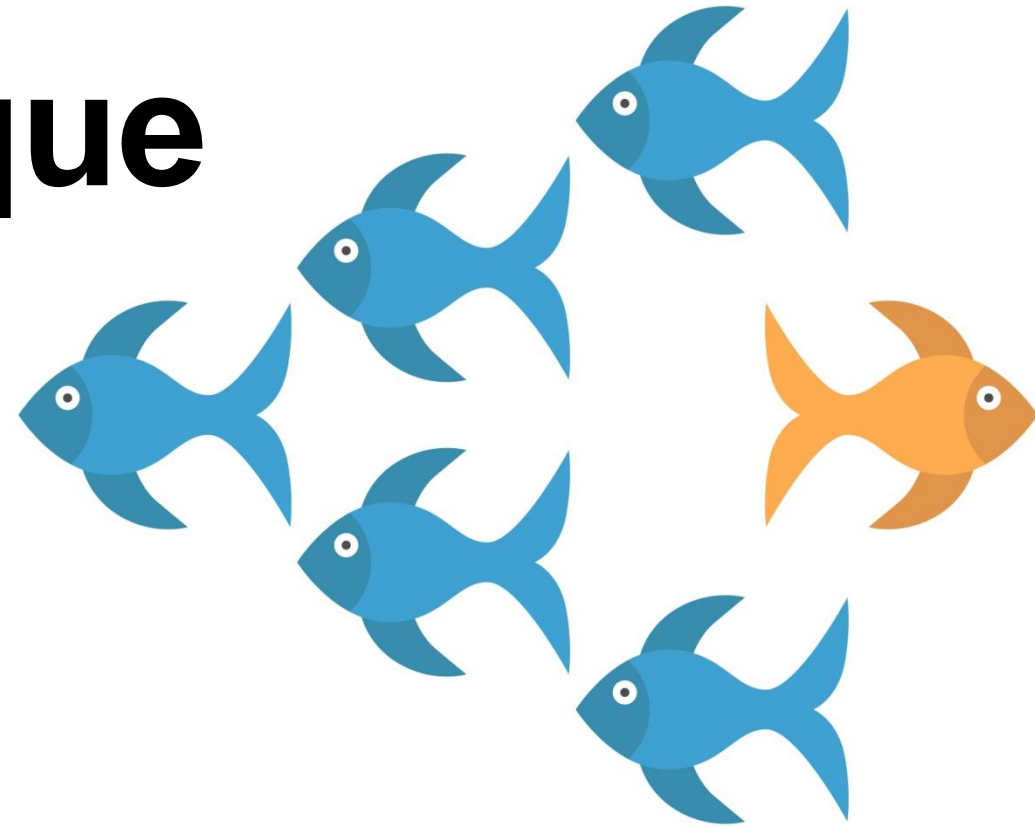
A **unique** flower
with a **special story**



Imagine more



We all want to **be unique**



Imagine more





And

We are all **very** busy

Imagine more



That's why
Kalanchoe
is just
perfect



Imagine more



Kalanchoe

- **Unique** appearance
- Wide range of **colors**
- **3 weeks** vase life
- **Clear water** all through vase life



Long vase life

Week 1



Week 2



Week 3



Week 4



Extra value along the chain

Retail

1. Clear water- **low maintenance**
2. Long vase life- **low shrink/ risk**
3. Unique appearance + wide color range-
outstanding assortments



End-user

1. Clear water- **no handling**
2. Unique appearance + wide color range-
be unique and choose your color

Telling the QUEEN® story at Point Of Purchase

Imagine more



Banners

EASY FLOWERS FOR BUSY PEOPLE

Imagine what you can do
while enjoying Queen® Kalanchoe
for 21 Days



Just imagine the meaning of 21 days...



Imagine more

3 weeks of clear water



Imagine more



Disruptive POP placement

While usually flowers are placed in black buckets



QUEEN® unique utilities will **pop out** easily when:

1. Placed in a transparent bucket
2. Have complimentary tag



CLEAR
WATER
for **3**
WEEKS

Imagine more





Imagine more



Disruptive Display at POP



Disruptive Display at POP



QUEEN® Best SKU proposal

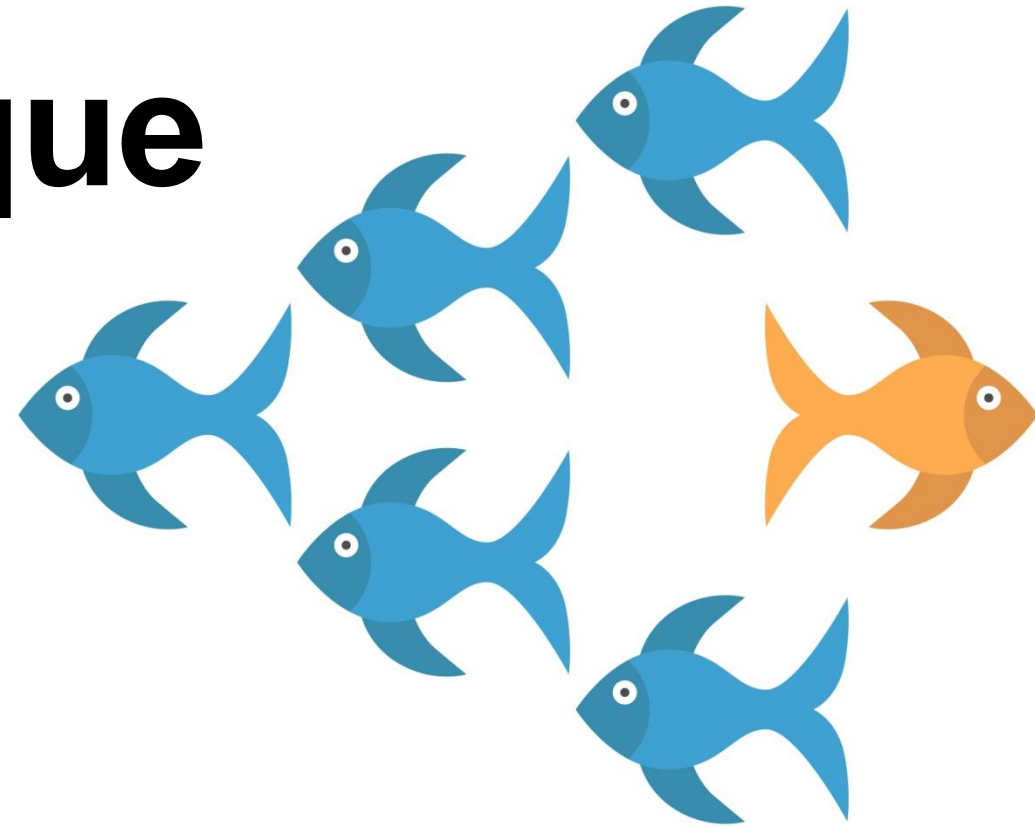
- Consumer Bunch
- Mixed Bouquet



Imagine more

Wholesaler/Florist Marketing Solutions

We all want to **be unique**



Imagine more



We all want to **be unique**



Imagine more

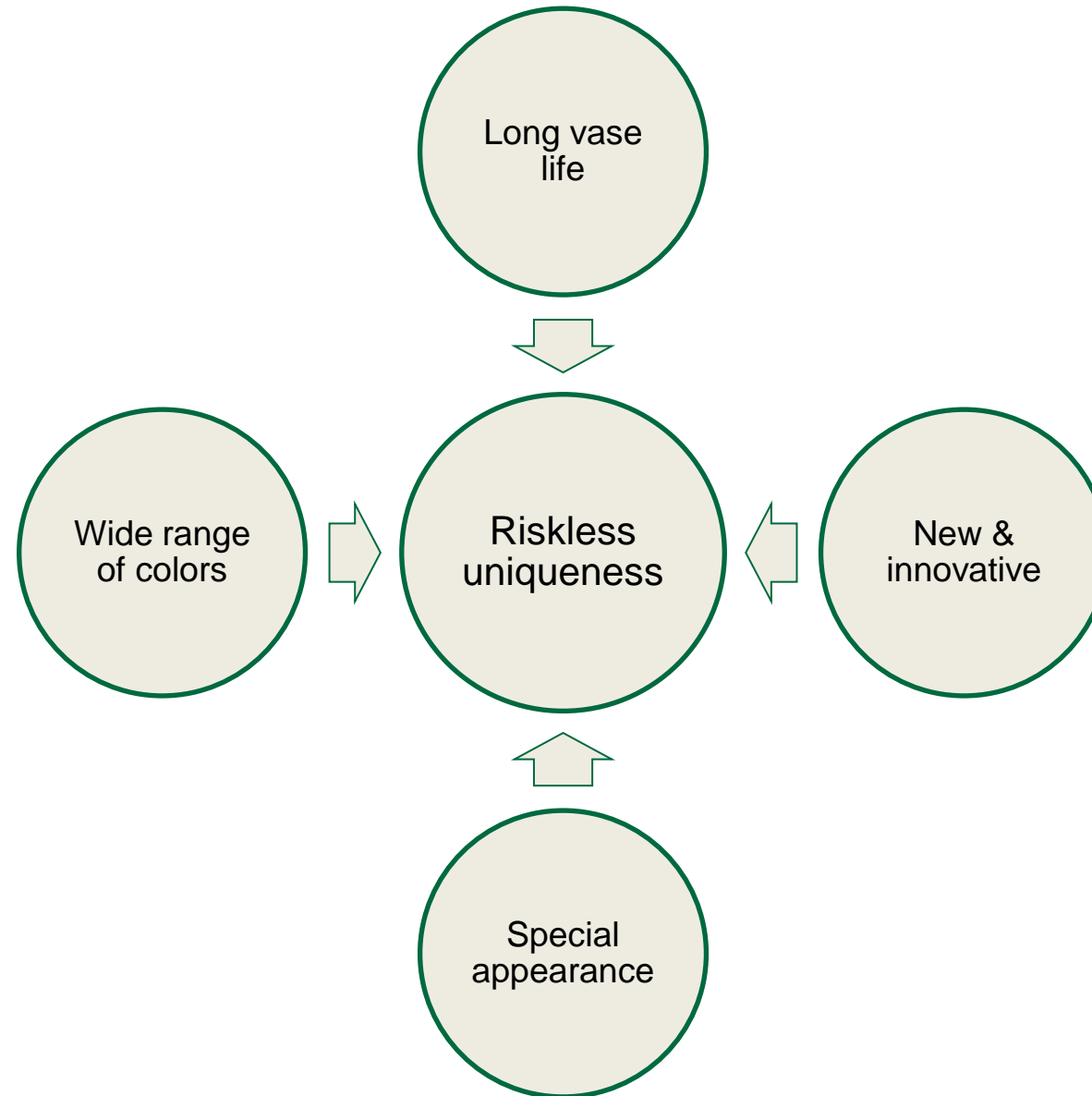


but with **little risk**



Imagine more

It all ends up in one place



**Cut Kalanchoe –
Riskless
Uniqueness**

Post card insert to sample kit



Now available at good quality in the US





Thank you
:)

Imagine more

